



**FOR IMMEDIATE RELEASE**

CONTACT:

**Guilford:** [hoeym@guilfordct.gov](mailto:hoeym@guilfordct.gov)

**Zencity:** [press@zencity.io](mailto:press@zencity.io)

## **Guilford Launches New Survey On Recreational Cannabis**

*Partnership with Zencity to inform potential licensure  
of the sale and cultivation of cannabis in town*

**Guilford, CT** — The Town of Guilford is launching a new public survey to understand resident opinions and priorities regarding potential licensure of the sale and cultivation of cannabis in town.

The town placed a temporary moratorium on retail sales last October to allow town officials time to consider the impact of legalization of cannabis in the state. Now, it is asking for residents to provide their confidential input to help make a decision on the matter.

This is the latest local effort regarding community engagement in which the Town has partnered with Zencity to better understand and engage with the community.

“We are always striving to get input from residents and this survey will be a great step toward understanding resident priorities regarding what legalized cannabis in Connecticut means for Guilford,” said First Selectman Matt Hoey

“The Board of Selectmen understands that effective local government must leverage data on the needs and priorities of residents. We are proud to help Guilford reach more voices in the community and turn that input into action,” said Eyal Feder-Levy, CEO of Zencity.

This initiative builds on an existing partnership between Guilford and Zencity, the community input platform used by local governments to hear from more residents and get the most meaningful and actionable insights. Since 2020, Guilford has worked with



Zencity to better understand the feedback residents are already voicing about the issues that matter to them the most.

The survey will gather hundreds of responses from Guilford residents. The survey will begin to appear to Guilford residents through the use of digital ads in various locations such as news websites, social media platforms, blogs, and apps. In addition, residents can find and respond to the survey here: <https://zencity.info/GuilfordCannabis>.

Once the necessary sampling of responses has been received, the town will share the results publicly.

#### Survey Methodology

Zencity's community survey incorporates voices from every corner of the community. To do so, Zencity sets response targets based on U.S. Census data about the municipality. Zencity ensures the security and privacy of its data and survey respondents. Survey responses are anonymous, unless a respondent chooses to share their email address for follow-up purposes, in which case their survey responses are kept confidential. Zencity does not collect a respondent's name, address, or any other personally-identifying information. Zencity's weighting accounts for the responses of every single person who answered a question. The responses give a proportional voice to all demographics (e.g., by age, sex, race, education level, and income level) based on the makeup of the municipality.

###